



PRESS RELEASE: FOR IMMEDIATE RELEASE

Investors cannot ignore the rise of Bitcoin Treasury Companies, says Cartwright

UK – [8 July 2025] – Cartwright Corporate Treasury, the boutique investment consultancy is urging investors to pay closer attention to the rise of Bitcoin Treasury Companies (BTCs*) as part of a broader, future-facing investment strategy.

As institutional investors grapple with ESG mandates, AI disruption, and macroeconomic volatility, a new financial trend is quietly emerging: Bitcoin Treasury Companies (BTCs). Not to be confused with the cryptocurrency bitcoin (BTC), BTCs are listed corporations created specifically to raise capital—often through a mix of equity and debt—to acquire and hold bitcoin as a primary treasury asset.

Right now, Bitcoin Treasury Companies (BTCs) make up only a small part of traditional stock and bond markets. But their growth signals a larger shift. Investors are beginning to move capital—once used to protect against inflation by buying things like stocks or property—towards bitcoin instead, attracted by its unique properties as a global, scarce, and digitally native monetary asset. BTCs provide a way to access bitcoin markets within existing regulatory and investment frameworks, especially in cases where direct bitcoin investments are still limited or not allowed.

Sam Roberts, Director, commented: “In the same way ETFs opened up access to gold, BTCs are pioneering a new route for institutional capital to engage with bitcoin’s monetary qualities. We expect more of these companies to emerge over the coming years. Some will be well-structured, capable of withstanding and even benefiting from bitcoin’s price volatility. Others will jump on the bandwagon with limited understanding, be poorly designed, and likely fail in the next bitcoin bear market.

“Roughly 0.1% of companies could become BTCs. The other 99.9% should instead explore how to integrate bitcoin into their existing models in meaningful and risk managed ways, such as:

- **A treasury reserve asset** to mitigate fiat inflation and systemic counterparty risk
- **A global collateral layer** to improve liquidity and reduce idiosyncratic risk
- **As a payment rail** for faster, lower-cost domestic and cross-border transactions

“We strongly encourage investors to look at these implications—starting with a thorough risk register review. Appointing a Chief Bitcoin Officer (CBO), whether in-house or outsourced, could become standard practice as bitcoin integration becomes more relevant to long-term financial resilience.”



Roberts concluded: “As digital monetary infrastructure evolves, institutions that adapt early will be best positioned to navigate volatility and unlock long-term value. For fiduciaries and asset managers, the question is no longer *if* bitcoin deserves consideration—but *how* and *when*. Institutional investors don’t need to become BTCs to benefit from bitcoin’s emergence, but ignoring bitcoin’s growing influence could leave portfolios exposed to the blind spots of an outdated financial system.”

-ENDS-

***About BTCs**

BTCs are a new class of listed companies designed to raise and deploy capital directly into bitcoin. Their emergence marks an early-stage response to monetary system changes and investor demand for harder assets. Governance, transparency, and sound financial structuring will determine their long-term viability.

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Note to Editors:

Cartwright Corporate Treasury

Our experience, people and pioneering spirit is what sets us apart.

Cartwright have spent over 39 years honing their unique skill set, to be the ace in the hole for small and medium-sized businesses managing their cash reserves and working capital.

Originating in the pensions market, Cartwright soon realised their wisdom in pension trusts could benefit other sectors too.

They recognise the challenges faced, so offer direct access to a real person, an expert in their field, to help businesses nationwide build their financial resilience through strategies designed to meet the unique needs of each client.

With a focus on improved liquidity - ensuring that the reserves support rather than hinder the wider business, and with nothing 'off the shelf' - Cartwright listen and learn first, to ensure a perfect fit treasury management strategy.

As well as corporate treasury, they apply their same pioneering spirit and unique know-how to help charities, pension trusts, funeral trusts and businesses nationwide

Cartwright Corporate Treasury

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